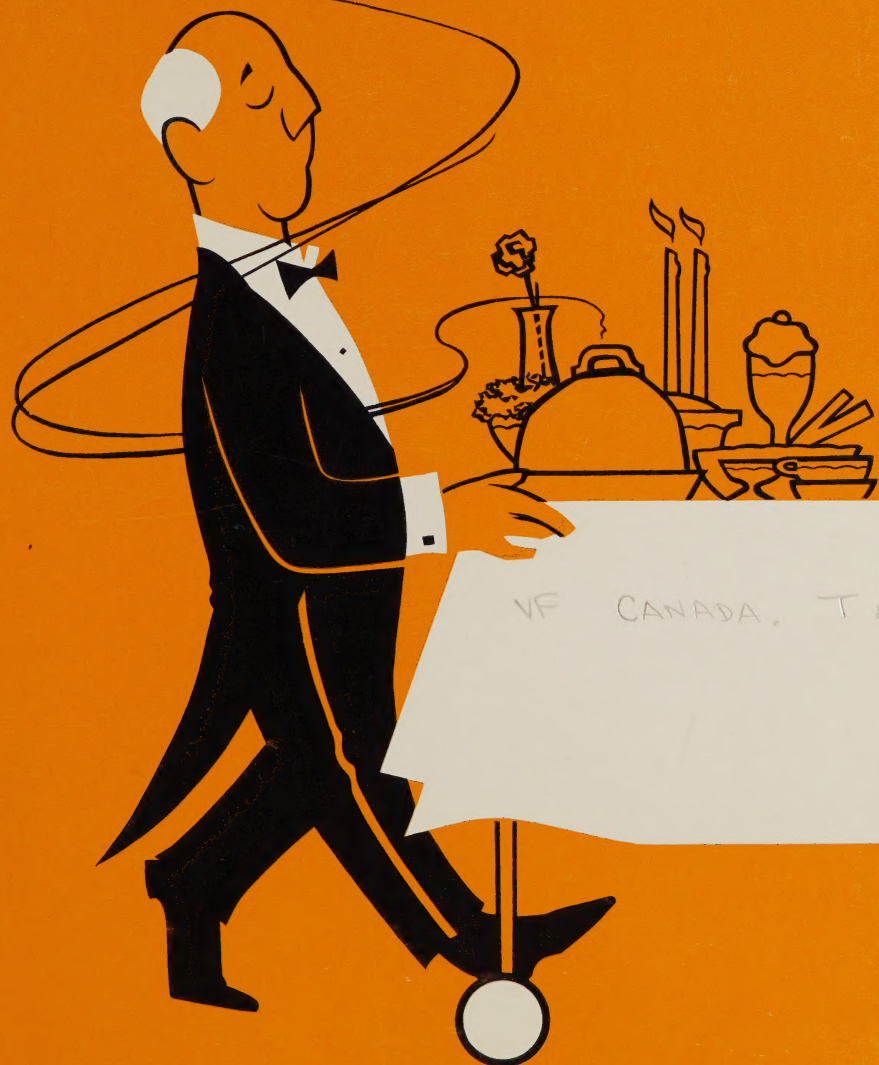


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from soup to nuts



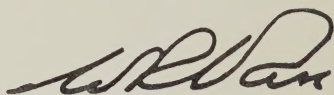
We take pleasure in welcoming you to the Canadian Exhibit at the 32nd Grocers' Exhibition in Manchester from May 10 to 21, 1966.

This booklet lists the Canadian exhibitors and describes the outstanding food products they are offering in Britain.

Most of the exhibitors are established exporters, and all have displays which warrant your attention.

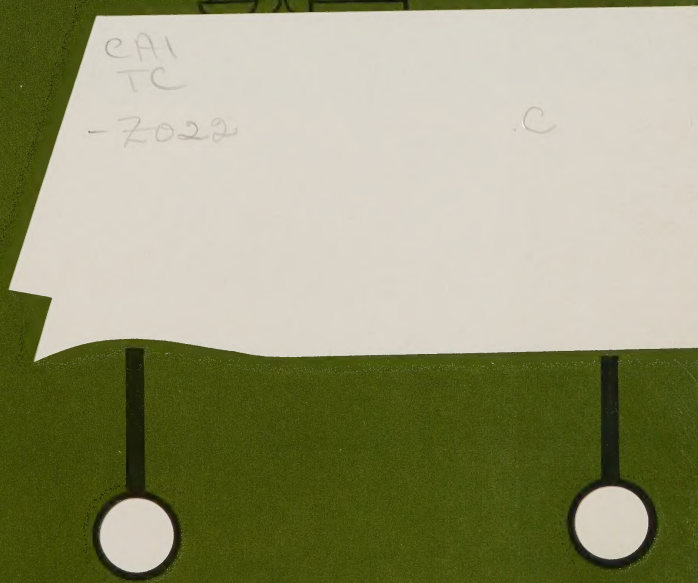
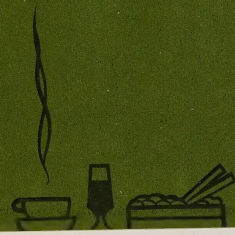
Representatives of the exhibiting companies and of the Canadian Department of Trade and Commerce will be pleased to answer inquiries from interested businessmen at the Exhibition.

Information on the many quality products and services available from Canada can be obtained at any time from this office, or from any of the other Canadian Government Trade Representatives listed elsewhere in this booklet.

A stylized, handwritten signature in dark ink, appearing to read 'W. R. Van'.

W. R. Van
Canadian Government Trade Commissioner
Martins Bank Building
Water Street
Liverpool
Tel: MARitime 2177

canadian food is extra special



contents

INTRODUCTION	4
ALLIANCE FOR TRADE EXCHANGES LTD.	5
chicken products, maple syrup, jams, honey, pie fillings, pickles	
BICK'S OF CANADA LIMITED	6
pickles and relishes	
BILLY BEE HONEY PRODUCTS LTD.	7
set and clear honey	
BLACK DIAMOND CHEESE LTD.	8
Canadian Cheddar cheese, processed cheese	
CANADIAN CANNERS LIMITED	9
tinned and processed foods	
THE CHUN KING CORPORATION OF CANADA LIMITED	10
tinned, frozen and packaged Chinese foods	
CONNORS BROS. LIMITED	11
tinned and prepared fish products	
S. COORSH & SONS LIMITED	12
smoked meat and delicatessen products	
GREEN GIANT OF CANADA LTD.	13
tinned corn, green beans	
MAPLE SUGAR PRODUCERS OF QUEBEC	14
maple products	
ONTARIO FOOD COUNCIL	15
tinned fruits and vegetables	
PLANTERS PEANUTS	16
peanuts, mixed nuts, nut products	
CANADIAN TRADE OFFICES IN BRITAIN	



**fine
foods
from
canada
at the
32nd grocers' exhibition**

**booths 42-49
belle vue
manchester
may 10-21, 1966**

fine foods from canada

For tasty snacks, or gourmet dishes served on silver, Canadian fresh and processed foods are a delight to the palate of British families who demand that "something extra" at mealtime.

Canada's climate is conducive to the growing of world-renowned fruits and vegetables and her bountiful lakes, rivers and miles of ocean coastline assure buyers the best-tasting fish that fresh and salt water can offer. Rich pasture lands and special animal feeds contribute to the premium quality of Canadian meat and poultry. Canadian processed delicacies, such as tangy mature Cheddar cheese, appetizing and piquant relishes and pickles, vacuum-packed crunchy nut products and a host of other special food treats are readily found on the shelves of Britain's food markets.

Canadians are proud of their contribution to discriminating diners all over the world. They are proud of the continuous planning and programming that result in Canadian foods being accepted wherever they are offered for sale.

Visitors to the Canadian Exhibit at Manchester's 32nd Grocers' Exhibition will receive a warm welcome and will be able to see and sample a representative selection of these fine foodstuffs.

On view are such popular favourites as savoury sild and herring—both of which are processed immediately they are taken from the water. There are the homemade flavours of fresh, real fruit pie fillings; crisp, tangy pickles; spicy delicatessen products; and processed fruits and vegetables that were picked at peak flavour and freshness. An exciting display of tinned and frozen Chinese foods, honey, nuts, maple sugar and syrup completes the food picture which results in millions of dollars worth of Canadian quality foods being exported throughout the world each year.

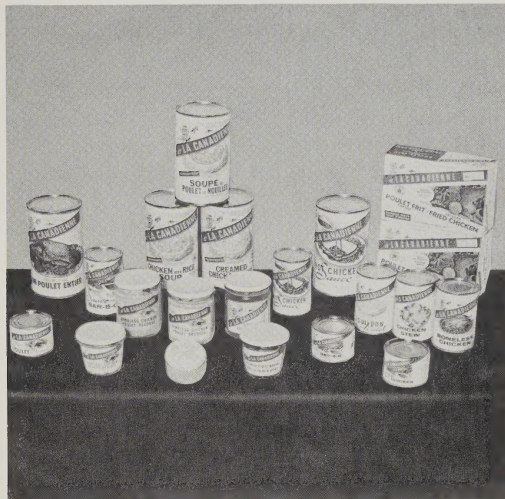
A visit to the Canadian Exhibit is an adventure in the world of fine foods—beautifully packaged and displayed. This booklet contains information about the Canadian companies participating in the Exhibition, describes the quality products they are showing and lists their British representatives.

ALLIANCE FOR TRADE EXCHANGES LTD.

668 Dublin Street
Mont St. Hilaire, Quebec, Canada



Delicious, quick and easy-to-prepare chicken dinners are possible with the broad range of products processed by à La Canadienne Ltée. and marketed for export by Alliance for Trade Exchanges Ltd.



*chicken products, maple syrup,
jams, honey, pie fillings, pickles*

Easily-prepared breaded and seasoned chicken sticks—a uniquely Canadian treat—highlight an array of taste-tempting foods being introduced to British consumers by Alliance for Trade Exchanges Ltd.

Alliance is the export marketing agency for a number of Quebec food producers and is showing a representative sampling of its products. Many of these superb items—including the chicken sticks—can be sampled by visitors to the exhibit.

Maple syrup, honey, Canadian Cheddar cheese and delicious chicken dishes produced by à La Canadienne Ltée. of Weedon, Quebec, are on display. Chicken dishes include pre-cooked, jellied and boneless chicken, whole chicken in the tin, a variety of chicken soups, hot chicken sauce, paste, stew and barbecue sauce. Frozen cooked chickens in cut-up form are also offered.

Among the foods from Grenache Inc. to please a sweet tooth are delicious pie fillings, and jams and marmalades in single-serving containers.

There are also tangy treats such as chow-chow relish and a variety of crisp pickle products.

Alliance for Trade Exchanges Ltd. also represents La Crémierie de Weedon Ltée., F. W. Ward and Sons Ltd., and other Canadian food companies.

BICK'S OF CANADA LIMITED

P.O. Box 333
Scarborough, Ontario, Canada

Represented by:

Norman Purdy Ltd.
14 Morville Road
Chorlton-cum-Hardy
Manchester 21, England

MacEwen, Falconer & Co. Ltd.
34 St. Enoch Square
Glasgow, C1, Scotland

Jenks Brothers Foods Limited
78 White Lion Street
London, N.1, England

*Crisp and tangy Bick's pickles—tasty additions to any meal
—are favourites with young and old throughout Britain.*



pickles and relishes

Canada's foremost pickle specialist—Walter Bick—entered the export market in 1961, and swift success followed. Bick's of Canada Limited now serves a market extending from the West Indies to continental Europe, Australia, Singapore, Hong Kong, Japan and equatorial Africa. Its success in Britain has been phenomenal—Bick's pickles are in brisk demand in British grocery shops everywhere.

The Bick organization packs 33 savoury varieties and is now internationally renowned for such delicacies as mild mustard pickles, Cu-Bits green diced relish, sweet corn relish, prairie chow-chow, homestyle tomato pickle, hot dog relish, sweet gherkins, pimento, hot cherry peppers, sweet onions, dills and Bick's famous sweet mix pickles.

The home-made flavour of Bick's pickles is ensured by a staff of culinary artists working in gleaming kitchens. Cucumbers fresh from the fields are pickled, bottled, labelled and on their way to a grocery shelf in 60 minutes.

Bick's pickles are vacuum-packed in hermetically sealed jars and contain no artificial preservatives. The half-turn cap enables easy opening and airtight resealing.

BILLY BEE HONEY PRODUCTS LTD.

68 Tycos Drive
Toronto 19, Ontario, Canada

Represented by:

E. G. R. Shephard
Lockwoods Foods Limited
4, 5 & 6 Savile Row
London, W.1, England

The Bobby Bee brand of clear and set honey, produced by Billy Bee Honey Products Ltd., is delicious with toast, bread, sandwiches, crumpets, scones or muffins.



set and clear honey

Smooth, sweet, and creamy to the taste, Bobby Bee pure Canadian clover set honey from Billy Bee Honey Products Ltd. is delicious with bread, toast, sandwiches, crumpets, scones or muffins.

Equally delightful is delicately flavoured Bobby Bee pure Canadian clover clear honey—most tempting when served as a topping for dessert or on cereals.

The mild and pure Bobby Bee and Land O'Clover honey comes from the lush clover fields in Canada's famous Peace River country—home of the world's hardest-working bees.

Enthusiastically welcomed when introduced to the export market in 1958, Billy Bee honeys are sold extensively throughout Britain, Bermuda, Nassau, the Eastern United States and the Caribbean. The company has won Canada's Best Honey Award at the annual Canadian National Exhibition in Toronto on several occasions.

Combining up-to-date processing methods with the latest in efficient packaging techniques, Billy Bee Honey Products Ltd. operates with an annual capacity of 7,000,000 pounds. The rigid controls of quality and taste enforced by the company ensure that only the best honey is marketed to the consumer.

On display are Bobby Bee and Land O'Clover set and clear honeys, packed in attractive 16-ounce glass or unbreakable plastic containers.

BLACK DIAMOND CHEESE LTD.

Belleville, Ontario, Canada

Represented by:

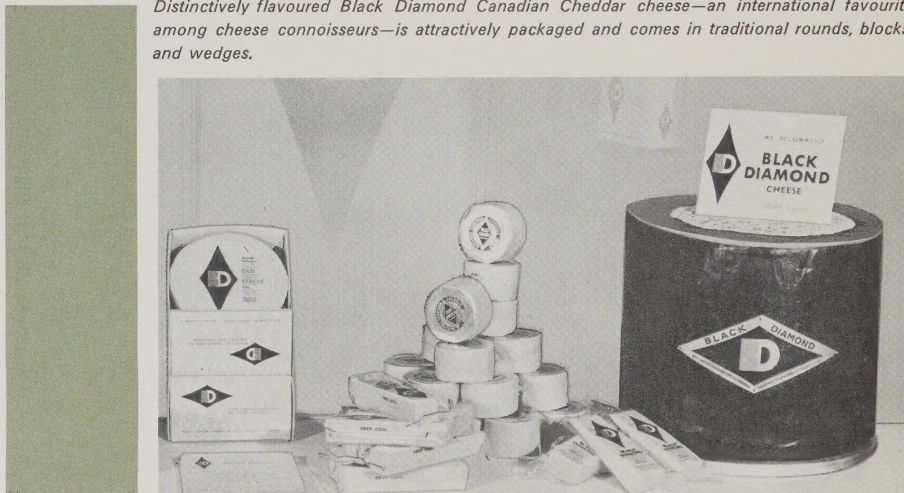
Trengrouse & Nathan Ltd.
Bentley Avenue
Middleton, Manchester, England

Trengrouse & Nathan Ltd.
19 Luton Grove
Liverpool 4, England

Trengrouse & Nathan Ltd.
51 Tooley Street
London, S.E.1, England

Trengrouse & Nathan Ltd.
13 Colquhoun Avenue
Hillington Industrial Estate
Glasgow, S.W.2, Scotland

Distinctively flavoured Black Diamond Canadian Cheddar cheese—an international favourite among cheese connoisseurs—is attractively packaged and comes in traditional rounds, blocks and wedges.



Canadian Cheddar cheese, processed cheese

Production of extra-sharp, fully matured Black Diamond Cheddar began in the early 1930's. In the years since, Black Diamond's distinctive flavour and quality have earned increasing respect from cheese connoisseurs and the product is now a distinguished international favourite.

Black Diamond Cheddar cheese is manufactured and gently aged under modern conditions in one of Ontario's finest dairying districts. Further recognition has been accorded at international expositions to Black Diamond Cheese Ltd. for its convenient and attractive packaging—so important in an age of self-service marketing.

Black Diamond Canadian Cheddar cheese—cured to precise perfection—comes in a wide variety of packages, including traditional rounds, blocks and wedges.

In addition to its widely esteemed pre-packs of matured Cheddar, the company also produces wine-cured Canadian Cheddar, processed cheese slices—Cheddar, Emmenthaler, pimento varieties—and hickory-smoked bars. Processed cheese spread is offered in smart round boxes. All feature the high quality, tantalizing flavour and attractive packaging traditionally associated with the Black Diamond name.

CANADIAN CANNERS LIMITED

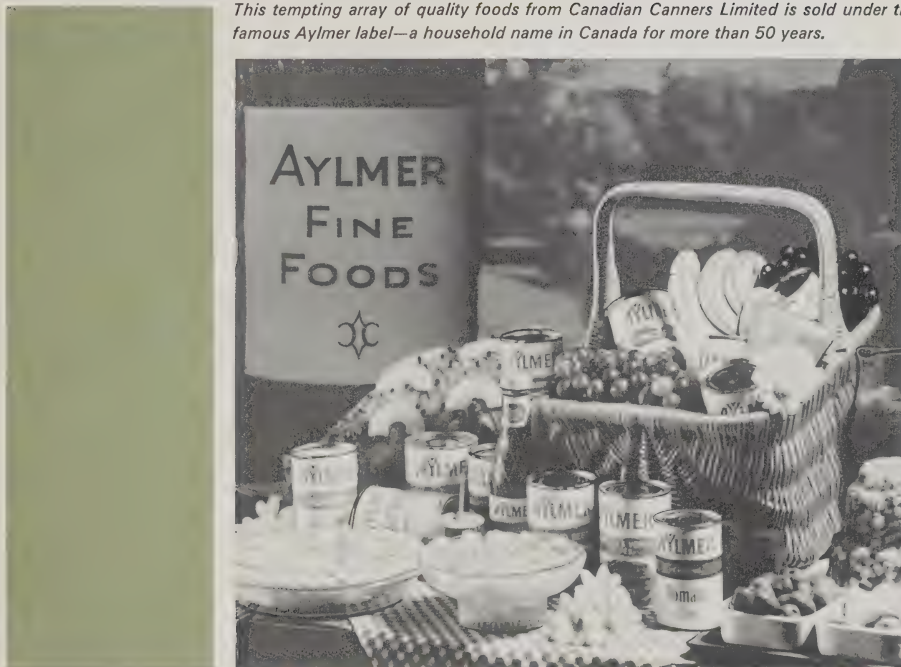
44 Hughson Street South
Hamilton, Ontario, Canada

Represented by:

Canadian Foods Limited
15 Victoria Street
Liverpool, England

Canadian Foods Limited
38 Eastcheap
London, E.C.3, England
Tel: Mincing Lane 8652

This tempting array of quality foods from Canadian Canners Limited is sold under the famous Aylmer label—a household name in Canada for more than 50 years.



tinned and processed foods

A complete range of quality Canadian tinned and processed fruits and vegetables, soups, condiments and pie fillings is marketed in 15 countries by Canadian Canners Limited. One of the largest packers of tinned and processed foods in the Commonwealth, Canadian Canners has made the Aylmer label synonymous with quality and value for more than 50 years.

Asparagus in cheese sauce, golden cream style corn, whole kernel corn and corn on the cob in tins are among the products displayed by Canadian Canners Limited. The distinctive and natural flavour of these vegetables makes eating a pleasure.

Aylmer Canadian tomato juice is unsurpassed for flavour and may be served as an appetizer before meals or used as a thirst quencher anytime of the day. The same red-ripe tomatoes are used in tomato catsup.

New white whole potatoes in tins are completely prepared and need only heating before serving. Delicious Aylmer pie fillings—cherry, blueberry, raspberry, strawberry, pineapple, peach and lemon—bring the natural flavour of fresh fruit to pies and tarts and enjoy great popularity in Britain.

Also on display are corn relish, hot dog relish, hamburger relish, sweet wafer pickles and sweet green tomato pickles—spicy additions for fish, hot or cold meats and in-between snacks.

THE CHUN KING CORPORATION OF CANADA LIMITED

P.O. Box 367
Windsor, Ontario, Canada

Represented by:

S. Daniels & Co. Ltd.
Oxford House
15 Crosswall
London, E.C.3, England



Chun King Divider Pak keeps the crisp oriental vegetables separate from sauces and meats until these tasty tinned Chinese foods are ready to use.



tinned, frozen and packaged Chinese foods

Delicious Chinese meals, ready to heat and eat, come from The Chun King Corporation of Canada Limited, one of Canada's leading oriental food producers. Many of its tempting Chinese dishes, on display in attractive containers, are enjoyed in 25 different countries.

Tinned chicken, beef and meatless chow mein, chop suey, chicken fried rice, chop suey vegetables, bean sprouts, water chestnuts and bamboo shoots are presented in the Chun King display, as well as crisp chow mein noodles and soya sauce—the finishing touches to a tasty Chinese meal.

Several varieties of chow mein and chop suey are shown in the novel Divider-Pak. The Divider-Pak consists of two separate tins, joined with adhesive, which are purchased together and separated for heating. The larger tin contains the vegetable mixture, the smaller has meat or mushrooms with an appropriate sauce. Vegetables are heated quickly to maintain crispness while sauce is gently simmered.

Foil-packed frozen Chinese foods—individual dishes and complete dinners in partitioned trays—are marketed by Chun King under the Dragon label. These may be put directly into the oven from the freezer. Other frozen products under the Dragon label are: party-size egg rolls, Cantonese egg rolls and several exotic Chinese delicacies including sweet and sour spareribs, pork, shrimp, pineapple chicken, and a complete range of entrée items such as chow meins and chop sueys.

A zesty pizza is the latest addition to the Chun King line.

CONNORS BROS. LIMITED

Black's Harbour, New Brunswick, Canada

Represented by:

Christoargy & Company Ltd.
10 Bevis Marks
London, E.C.3, England

Rapid processing ensures the fresh-caught flavour of prepared fish products from Connors Bros. Limited.



tinned and prepared fish products

Harvested from the rich depths of Passamaquoddy Bay—one of the North Atlantic's most bountiful fishing grounds—more than 600,000,000 fish are brought each year to the Connors Bros. Limited processing plant at Black's Harbour by a fleet of 30 boats.

Processing begins within an hour after the sild are netted—ensuring a freshness of flavour retained indefinitely in the tin in every kind of climate. Every step in the efficient operation guarantees a quality fish product.

Connors Bros. is the world's largest sild processing plant, with a capacity of 700,000 tins daily. As many as 1,000,000 cases of Canadian sild are packed annually for sale in more than 55 countries throughout the world.

In addition to its world-famous savoury Canadian sild packed in vegetable oil, mustard or tomato sauce, the company prepares kippered snacks, fish cakes and herring in tomato sauce.

Automatic sealing machines in Connors' modern plant, oil and seal 200 tins of sild a minute. Eleven huge sterilizing retorts, each holding 5,000 to 7,000 tins, steam-cook and sterilize the tinned sild in less than an hour.

For a snack or a meal, millions of people in many lands turn to Connors tinned fish for one of the world's most flavourful, nutritious and inexpensive foods.

S. COORSH & SONS LIMITED

4955 de Courtrai Street
Montreal, Quebec, Canada

Coorsh's smoked meat, one of the company's most popular products, makes an ideal lunchtime sandwich.



smoked meat and delicatessen products

Using recipes handed down for more than half a century, the family business of S. Coorsh & Sons Limited has become a leading Canadian processor of smoked meat and delicatessen products.

Founded in Montreal in 1914 by Sam Coorsh, whose original recipes are still kept secret, the Coorsh plant is now operated by two sons who both have 25 years' experience in the meat packing industry.

One of the most popular products is the Coorsh smoked meat "sandwich pouch" which retains the beef's special zesty flavour in a sealed plastic package. Kept in refrigerator or freezer, the unopened pouch can be heated in minutes by dropping it into boiling water.

Tons of branded steer beef arrive daily at the company's modern and hygienic plant where use of the latest machinery and processing techniques ensure products of consistent quality. The company also has a large research laboratory for quality testing.

Every day thousands of pounds of Coorsh smoked meat, corned beef, all-beef frankfurts, bologna, salami and pickled beef are processed, packed and shipped throughout Canada and to markets in the Eastern United States and the West Indies.

All meat entering or leaving the plant is examined and certified by a resident inspector of the Federal Government's Department of Agriculture.

GREEN GIANT OF CANADA LTD.

Tecumseh, Ontario, Canada

Represented by:

Unigate Dairy Sales Limited
Trowbridge, Wiltshire, England

Tempting golden Niblets and tasty Mexicorn—whole kernels of sweet corn, and sweet corn with red and green peppers—are marketed under the familiar jolly Green Giant label.



tinned corn, green beans

Some years ago Green Giant of Canada Ltd. introduced throughout Britain two of its most popular brands—Niblets and Mexicorn—from the company's wide assortment of tinned vegetables. Through window displays and shop demonstrations the British consumer was given an opportunity to see and sample these two fast-selling brands which were greeted with enthusiastic approval.

Niblets are whole kernels of sweet corn off the cob, while Mexicorn consists of whole kernels of sweet corn mixed with pieces of red and green sweet peppers. Both are vacuum-packed in seven and 11-ounce tins.

In addition to these two products, the company is displaying the widely acclaimed line of Green Giant kitchen-sliced diagonal-cut green beans, packed in 10 and 14½-ounce tins and its cream style corn. Today, British consumers recognize the familiar Green Giant label as a guarantee of quality in tinned vegetables.

Although Britain is the company's largest single export market, Green Giant products are sold in many other European countries.

MAPLE SUGAR PRODUCERS OF QUEBEC

Desjardins Building
59 Begin Avenue
Levis, Quebec, Canada

Represented by:

L. Noel & Sons Ltd.
Soho Works
77/85 Coburg Road
Old Kent Road
London, S.E.5, England

Pure maple syrup from Maple Sugar Producers of Quebec is delicious as a topping on ice cream. The company's maple products are marketed under the Camp or Citadelle labels.



maple products

Maple Sugar Producers of Quebec—Les producteurs de Sucre d'Érable de Québec—prepares an appealing selection of fine maple products, including maple syrup, soft, hard and granulated maple sugar and maple butter. These products are available individually or sold in beautifully designed gift boxes of assorted sizes and contents.

Delicious maple sugar and syrup can be eaten right from the tin or package or used as special taste treats on bread, toast, cakes, pancakes, cereals, ice cream and fruit. Wholesome maple products may replace pudding sauces and provide a distinctive flavour in many dishes where sweetening is required.

About half of the world's production of maple syrup and maple sugar comes from the Province of Quebec—more than 30,000,000 pounds of maple syrup are processed annually. The 6,000 members of the Maple Sugar Producers of Quebec are responsible for approximately 60 per cent of the total commercial production of the province.

This 41-year-old co-operative organization is the world's largest producer and packer of maple products, tapping more than 10,000,000 trees each year. All of its production, marketed under the Camp and Citadelle labels, is analyzed and graded by the Quebec Department of Agriculture to ensure a consistently high standard of quality and flavour.

ONTARIO FOOD COUNCIL

Ontario Department of Agriculture
East Block, Parliament Buildings
Toronto, Ontario, Canada

Represented by:

E. F. Marritt
Vice-Chairman, Ontario Food Council
Ontario House
13 Charles II Street
London, S.W.1, England

A selection of fine foods grown in Ontario and promoted by the Ontario Food Council.



tinned fruits and vegetables

Staffed by attractive young women in Canadian costumes, the Ontario Food Council exhibit shows, sells and offers samples from three select groups of the many foods promoted by the Council—market development branch of the Ontario Department of Agriculture.

One of the three sections of the Council display is devoted to tomato products including tinned tomato juice and whole-pack peeled small tomatoes. The second section offers visitors samples of vacuum-packed whole kernel corn. In the third section, tinned fruit is featured, including cherry and blueberry pie fillings, peaches, pears, cherries and processed apple products.

Colourful recipe books telling the story of the high-quality foods from Ontario will be distributed to visitors. Pre-chilled tomato juice will be sold in 7-ounce glasses.

Exhibitors are a representative group of Ontario food producers and processors who are being assisted in their British marketing development effort by the government of the province.

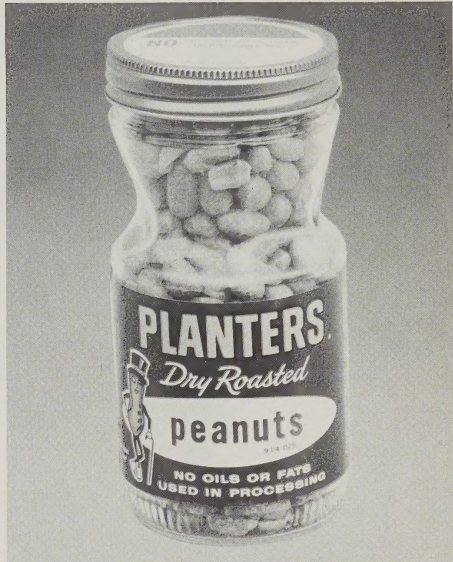
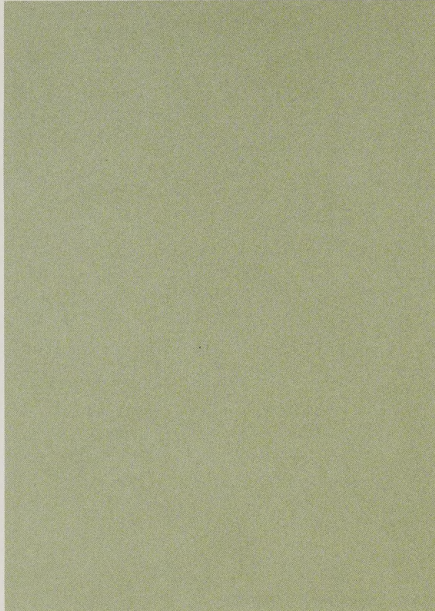
PLANTERS PEANUTS

550 Sherbrooke Street West
Montreal 2, Quebec, Canada

Represented by:

Keith W. Davies
Standard Brands Limited
Atherton Road
Liverpool 9, England
Tel: Aintree 5101

Planters processes a full line of nut products including peanuts, mixed nuts, peanut oil and peanut butter.



peanuts, mixed nuts, nut products

The dapper, monocled, top-hatted Mr. Peanut has been identified throughout the world with quality nuts and confectionery products packed by Standard Brands Limited under the Planters label. Planters Peanuts became part of the world-wide Standard Brands organization in 1961 and was one of the first companies to sell shelled peanuts, cooked in vegetable oil and flavoured with salt.

Planters peanuts are sold in three sizes of Cellophane bags and Planters plump, whole Virginia cocktail peanuts are vacuum-packed in tins ranging in size from 4 to 13½ ounces. Mixed nuts are marketed in 4, 6½ and 13½-ounce tins and Planters crisp cashews come sealed in 4 and 6½-ounce tins.

Smooth peanut spread in 8 and 16-ounce jars, popping corn in 8-ounce containers and Planters variety packs attractively gift-wrapped in 4-ounce tins are other products exhibited.

An added feature of the Planters display is the company's newest product—dry roasted peanuts. Offered in 9¼-ounce jars, the zesty nuts are prepared without oil or fats.

information

Officials of the Canadian Department of Trade and Commerce and representatives of Canadian companies participating in the 32nd Grocers' Exhibition will be pleased to answer inquiries at the Exhibition. Information is also available from the following trade offices in Britain.

LIVERPOOL

*Canadian Government Trade Commissioner
Martins Bank Building
Water Street
Liverpool
Tel: MARitime 2177*

LONDON

*Minister (Commercial)
Office of the High Commissioner
for Canada
1 Grosvenor Square
London, W.1
Tel: MAYfair 9492*

GLASGOW

*Canadian Government Trade Commissioner
Cornhill House
144 West George Street
Glasgow, C.2
Tel: DOUglas 6751*

BELFAST

*Canadian Government Trade Commissioner
15-17 Chichester Street
Belfast 1
Tel: 21867*

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